

CMC Meeting Minutes

March 05, 2017, 4:00-5:00 PM EST

CARET/AHS meeting at The Westin Alexandria, Alexandria, VA

Agenda:

1. Welcome and Roll call
 - a. Voting members present: Bev Durgan (Chair), Cynda Clary, Bret Hess, Sarah Lupis, Faith Peppers, Scott Reed, Becky Walth, Daniel Scholl, Nancy Cox, Mary Wirth
 - b. Non-voting members present: David Leibovitz, Ian Maw, Jenny Nuber, Terri Baumann, Rick Rhodes, Mike Harrington, Hunt Shipman, Jim Richards.
2. **Approval of minutes from CMC Quarterly Meeting 12/19/2016 by unanimous consent.**
3. **Approval of Agenda by unanimous consent.**
4. kglobal Update (slides available, email Jenny Nuber):
 - a. kglobal Q4 Update
 - Strategically we are shifting from building to an engagement phase—less about recruitment, more about *doing*. Content for engagement is focused on the BAA priority areas. Currently exploring ways to interject into conversations that are happening, and hoping for an organic increase in output of content and interactions.
 - 57 blog posts on AgIsAmerica.org have resulted in: 120 original social media posts (65 Facebook posts/120,000 views/328 engagements) (58 Twitter posts/309 engagements/37,000 views)
 - Top performing posts were on healthy foodsystems (4,000 interactions) and it's important to determine what interests our audience; what kind of stories on foodsystems resonate most?
 - kglobal created a list of BAA priority area hashtags during Q4, we can make it available for sharing
 - Compiling a new 'national media list' to determine who to interact with in the social space, who to engage for outreach – which reporters are covering which topics?
 - Working with Faith Peppers and communicators to determine keywords for healthy foodsystems, keyword lists for each BAA priority area.
 - Internal communications have been presented to 1890s communicators.
 - National internal newsletter resulted in 162 opens; now shifting from internal to external newsletter. Original content needs to be rewritten for an external audience.

- Examining the inconsistency in why some posts get more views than others.
 - Timeframe for interactions on posts: Facebook, ~within 24 hours, Twitter, much shorter.
 - Original content example: Cornell does a great piece on research, kglobal takes a paragraph from their release and uses it on their website with a link back to the original information.
 - Focus on repurposing content – if something is too technical it will be rewritten with the assistance of communicators and a tone that involves less scientific language.
 - Satisfactory level of engagement from institutions; lots of internal buy in. Faith and Sarah Lupis help to stay in contact with communicators. kglobal is amplifying the reach of institution’s content to a national audience.
 - There is room for improvement in the interaction from all LGUs; the system is huge.
 - Faith mentioned there has been an attitudinal shift in communicators; greater awareness of the initiatives now. Some jealousy from those states who aren’t being talked about, but relief when the focus is shifted away from the states who are being talked about most.
- kglobal Q1 Update (thus far, wraps end of March 2017)
 - Focus on items in top-line ask
 - Webinar with communicators taking place on March 15, 2017
 - Many extension related food stories
 - March is National Nutrition Month – share healthy food stories using #NationalNutritionMonth
 - More original content – monthly infographics, more visually stimulating content, “evergreen” videos coming (for use beyond AgIsAmerica campaign, can be repurposed)
 - 15-30 second Videos will focus on how the LG System impacts every American, works to create better communities, healthier families. Will first discuss with Cornerstone, then with Ian Maw/Faith Peppers to discuss what’s available in various content areas – where are the compelling stories or strong programs?
 - February infographic for Black History Month on 1890s (<https://pbs.twimg.com/media/C49d1DCWEAEUOL.jpg>) was received very well – over 5,000 views, 120 engagements, 90 shares. Input was received from 1890s to verify correct, compelling, and impactful information.
 - Reaching out to DC-area media including Politico, inviting them for panelist interviews, which might resonate more with a general audience.

- Strategy session with Cornerstone on ‘mobilizing the system’. Theme of discussion was the top-line ask to NIFA; improving the brand in conjunction with the ask.
- Illustrating the impact of AgIsAmerica campaign on families
- The campaign will include a call for action: to drive people to LandGrant.org, to call your congressman, express support for improved funding of these programs.
- The list of communicators is complete aside from Guam, Massachusetts, and Maine.
- Hunt reiterated that the challenge is people are most motivated when they see their host institution being featured. Primary interest lies with the host institution; secondary interest lies with State initiatives. Need to be cognizant of 2 audiences – videos are aimed at a public community which has been built, and we’re trying to motivate them to engage their members of congress.
- Faith mentioned that the list of communicators is not private, but still needs a place to be posted/hosted. Sharing the list would help states collaborate, and communicators should know of their counterparts in other states, as they change frequently.
- (Jenny) ideal content tells a 360-degree, comprehensive story (involving research/extension/perhaps academic piece, perhaps multistate aspect). The creative team will determine how to best generate ideal content. Example could be a video focused on one family directly, illustrating all the ways they’re impacted by the LG system.
- Jenny explained that communicators will be notified of the videos prior to the distribution campaign. kglobal will ensure that Land Grant universities are involved in the Social Media interactions surrounding the videos.

2. Cornerstone Update (Hunt Shipman)

- Congress operating on a continuing resolution through 4/28/2017
- First round of appropriation bills expected in mid-March; Defense expected first
- Wheels moving to finalize FY17 in advance of the 4/28 deadline
- Once leadership sees how the DOD bill moves it will set a precedent for how remaining bills move through
- Trump’s top-line budget number for FY18 process: \$54b increase to defense / decrease to non-defense
- Proposed cuts are narrowly focused - EPA highlighted for cuts; DHS, VA, DOT may not be cut
- Confluence of being able to harness kglobal’s effort to closely parallel advocacy and education is timely under the current administration
- New one-ask approach presents the best opportunity in a while to make our case to Congress – to either protect us or grow us in FY18

- “Evergreen” videos can be reused beyond FY18, lots of utility across platforms; we are cognizant of the current budget and there is no need to produce more videos.
- Hunt was not confident in the FY18 budget process starting before May (perhaps not even during May)
- House and Senate Ag Appropriations Subcommittees are focus areas
- Chairs and ranking members are highest priority targets
- Hunt and Jim anticipate a difficult budget cycle that will “energize” the land grant community
- Hunt explained that Sea Grant cuts are likely more in line with NOAA cuts rather than directly correlated to Land Grant cuts.

3. Proposed amendments to the Operating Guidelines

- 12/19/2016 changes made: a number of editorial changes, change rollover of officers to CARET/AHS instead of APLU meeting, list of responsibilities is directly associated with membership to the committee, timeline of the responsibilities defined.
- **The committee moved to approve the guidelines as written**

4. Presentation of the Plan of Work (Bev Durgan)

- The group discussed goals and input from around the committee to support the Plan of Work Implementation Tasks.
- Clear guidance and oversight for the committee in place (changes in Operating Guidelines)
- Achieve unified system messaging (working with kglobal on the One-Line Ask, Faith’s work with communicators)
- Effectively engage institutional communicators (Faith and Sarah have worked to keep the list of communicators active and up to date)
- Focus on BAA Initiatives - Rick indicated that kglobal/Cornerstone/CMC have well defined roles. If we’re successful in securing the \$200m increase, it’s a win for all parties.
- Mike mentioned that three Directors have been on the job for 3+ years; 3+ new Deans have been appointed in the West. We must ensure that Deans/Directors are engaged very early on to ensure they direct their communicators to work with kglobal and the CMC.
- Discussion followed on holding orientations for new CMC members; could work well for new Deans/Directors
- Orientations could be held at regional meetings for valuable facetime and one-on-one engagement with new Directors
- Jenny asked if we should create a video primer, e.g. “This is AgIsAmerica”, to distribute in any way for the campaign? If we had a video primer to hand over, we could shift our resources more toward the One-ask campaign. Kglobal could create supporting materials on how to participate in the AgIsAmerica campaign.

- Bev thought the video primers should be targeted for display at regional meetings.
- Sarah mentioned these materials should focus on both AgIsAmerica as well as the streams of information available.
- Faith spoke of viewing this as a holistic picture – not just what the project is, but how institutions can set themselves up to be a major player in the campaign. We need to ensure both understanding of priority areas, as well as tracking progress on those areas with data.

5. New Business

- Sarah discussed work on the National Multistate Impact Reporting project along with Sara Delheimer out of Colorado State. They are receiving funding via NRSP-1; the efforts are very much aligned with the CMC's efforts. Sarah wears two hats as she sits on the CMC and works directly with the database.

6. The meeting adjourned at 5:27pm ET.